

BUSINESS *professionals* **OF AMERICA**

Today's students.
Tomorrow's business professionals.

2016-2017 STATE OFFICER LEADERSHIP TEAM

Program of Work





2016-2017 DE BPA
SOLT GOALS

Goal 1:

Increase BPA membership in and from middle school to high school by 5% by February 3, 2017

Sub Goal 1:

Each officer will visit four of his/her designated buddy schools per month by the SLC

Sub Goal 2:

SOFAD - Promote SOFAD in presentations during buddy school visits gaining 10-20 applicants by January 11, 2017

Goal 2:

Increase communication between members and SOLT by speaking to chapter advisors and officers to increase the state event involvement by 10% by the end of our terms

Sub Goal 1:

Update Delaware BPA Website by the end of September 2016.

Sub Goal 2:

Formal newsletters and updates sent on a monthly basis to local BPA advisors and officers created over the summer distributed throughout the year until SLC.

Sub Goal 3:

Improve Delaware BPA Website by making it more visually appealing by December 2016.

Goal 3:

Increase social media presence by posting at least twice a month to improve the presence of DE BPA by the end of our terms

Sub Goal 1:

Create active DE BPA Instagram, Twitter and/or Snapchat accounts to keep BPA members statewide updated by the end of our terms

Sub Goal 2:

Create photo contests for Delaware BPA members during the FLC & SLC (with incentives such as posting winners on Delaware BPA Website)